



Saba Jahangir

Marketing Professional | MSc IMBD Candidate at SKEMA

Seeking an apprenticeship from Sept 2025 or a 6-months Internship starting Jan 2026

Bezons, Île-de-France, 95870, France

+33-751396526 | saba.jahangir@skema.edu

<https://www.linkedin.com/in/sabajahangir>

Work Permit: Student Visa

PROFESSIONAL SUMMARY

I turn consumer insight into actionable strategy. With 4 years of experience in **content and digital marketing for global tech firms**, I've led **SEO campaigns**, **crafted audience-driven content**, and supported thought **leadership initiatives**. Currently pursuing **MSc in International Marketing at SKEMA Business School**, I aim to deepen my work in market research and audience analysis. **Portfolio:** <https://sabajahangir.journoportfolio.com>

SKILLS

Content Strategy | Digital Marketing Strategy | Brand Management | Product Lifecycle | Go-to-Market Strategy | Competitive Analysis | Social Media Marketing | Digital Marketing Campaign Creation | Search Engine Optimization | Data Analysis (Google Analytics) | Project Management | Market Research | Content Management Systems (CMS) | Creative Design (Canva) | Social Listening Tools (Brandwatch) | Microsoft Office (Excel, PowerPoint, Word) | Digital Communications | Leadership | Google Ads

EDUCATION

SKEMA Business School

PARIS, FR

MSc in International Marketing and Business Development (M2)

JAN 2025 – JUL 2026

Courses: Competitive Intelligence for IBD, Business Development and Sales, Product Management and Operational Marketing, Understanding the Elusive Consumer, Day in the Life of an Agency, Sustainable Marketing & Communication.

National University of Computer and Emerging Sciences (FAST)

ISLAMABAD, PK

Masters of Business Administration (MBA) in Marketing

AUG 2013 – APR 2015

PROFESSIONAL EXPERIENCE

Code Ninja Inc.

LAHORE, PK

Senior Content Writer

JUL 2024 - NOV 2024

- Designed and executed white paper campaigns around Global Capability Centers and its growing scope in Pakistan.
- Actively contributed to idea brainstorming and execution planning during weekly huddles.

Astera Software

Westlake Village, CA (Remote)

Content Strategist

FEB 2024 - JUN 2024

- Collaborated with cross-functional teams to align technical content with digital marketing strategy, product lifecycle goals and regulatory documentation. Created in-depth articles around metadata and metadata management.
- Completed a three-month training at Astera Software, gaining hands-on experience with ETL processes, including data extraction, transformation, and loading using Astera's data integration platform.

Systems Limited

LAHORE, PK

Content Specialist

MAR 2022 - DEC 2023

- Developed and managed SEO-optimized digital content and promotional assets for email campaigns and Go-to-Market campaigns across Digital, Data & AI, Cloud, Salesforce, and BPM domains.
- Led content creation for websites, digital marketing campaigns encompassing assets like email drips, case studies, eBooks, blogs, and social media, aligning with monthly calendars and tailored customer personas.
- Coordinated with stakeholders and partners to produce webinars and social media campaigns, ensuring consistent messaging.
- Conducted regular trend analysis, competitor audits, and biannual content reviews to refine strategic direction.

ADDITIONAL INFORMATION

- Languages:** English (Bilingual), Urdu/Hindi (Native), French (elementary - actively learning).
- Certifications:** [Marketing: Copywriting for Social Media](#) (Udacity Learning), [The Ultimate Copywriting Course - Write Copy That Sells 2022](#) (Udacity), [Meta Certified Digital Marketing Associate](#) (Meta)
- Interests:** Music, Traveling, Photography, Sports (Tennis, Badminton), Chess, Exploring Cuisines.